TvB

TRENDS IN ADVERTISING VOLUME

Prepared by the Research Department

January 1988

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	$MILL.	1986 SHARE	% CHG	$MILL.	1987 SHARE	% CHG
NEWSPAPERS						
TOTAL	26,990	26.4%	7.2%	29,485	26.8%	9.2%
NATIONAL	3,376	3.3%	0.7%	3,510	3.2%	4.0%
LOCAL	23,614	23.1%	8.2%	25,975	23.6%	10.0%
MAGAZINES						
TOTAL	5,317	5.2%	3.1%	5,530	5.0%	4.0%
WEEKLIES	2,327	2.3%	1.3%	2,450	2.2%	5.3%
WOMEN'S	1,376	1.3%	6.3%	1,450	1.3%	5.4%
MONTHLIES	1,614	1.6%	3.2%	1,630	1.5%	1.0%
FARM PUBLICATION	192	0.2%	3.2%	200	0.2%	4.2%
TELEVISION						
TOTAL	22,254	21.8%	8.4%	23,290	21.2%	4.7%
NETWORK	8,570	8.4%	3.4%	8,830	8.0%	3.0%
SPOT	6,570	6.4%	9.4%	6,830	6.2%	4.0%
NAT. SYN	600	0.6%	15.4%	730	0.7%	21.7%
LOCAL	6,514	6.4%	14.0%	6,900	6.3%	5.9%
CABLE TV						
TOTAL	931	0.9%	21.4%	1,080	1.0%	16.0%
NATIONAL	752	0.7%	18.1%	865	0.8%	15.0%
LOCAL	179	0.2%	37.7%	215	0.2%	20.1%
RADIO						
TOTAL	6,949	6.8%	7.1%	7,240	6.6%	4.2%
NETWORK	423	0.4%	15.9%	405	0.4%	-4.3%
SPOT	1,348	1.3%	1.0%	1,320	1.2%	-2.1%
LOCAL	5,178	5.1%	8.1%	5,515	5.0%	6.5%
DIRECT MAIL	17,145	16.8%	10.6%	19,030	17.3%	11.0%
BUSINESS PAPER	2,382	2.3%	0.3%	2,480	2.3%	4.1%
OUTDOOR						
TOTAL	985	1.0%	4.2%	1,030	0.9%	4.6%
NATIONAL	600	0.6%	-1.6%	625	0.6%	4.2%
LOCAL	385	0.4%	14.9%	405	0.3%	5.2%
MISCELLANEOUS						
TOTAL	18,995	18.6%	7.7%	20,495	18.7%	7.9%
NATIONAL	9,575	9.4%	6.0%	10,250	9.3%	7.1%
LOCAL	9,420	9.2%	9.4%	10,245	9.4%	8.8%
TOTAL						
NATIONAL	56,850	55.7%	6.6%	60,605	55.2%	6.6%
LOCAL	45,290	44.3%	9.4%	49,255	44.8%	8.8%
GRAND TOTAL	102,140	100.0%	7.8%	109,860	100.0%	7.6%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1982 $MILL.	1982 SHARE	1983 $MILL.	1983 SHARE	1984 $MILL.	1984 SHARE	1985 $MILL.	1985 SHARE
NEWSPAPERS								
TOTAL	17,694	26.6%	20,582	27.1%	23,522	26.8%	25,170	26.6%
NATIONAL	2,452	3.7%	2,734	3.6%	3,081	3.5%	3,352	3.5%
LOCAL	15,242	22.9%	17,848	23.5%	20,441	23.3%	21,818	23.1%
MAGAZINES								
TOTAL	3,710	5.6%	4,233	5.6%	4,932	5.6%	5,155	5.4%
WEEKLIES	1,659	2.5%	1,917	2.5%	2,224	2.5%	2,297	2.4%
WOMEN'S	904	1.4%	1,056	1.4%	1,209	1.4%	1,294	1.4%
MONTHLIES	1,147	1.7%	1,260	1.7%	1,499	1.7%	1,564	1.6%
FARM PUBLICATION	148	0.2%	163	0.2%	181	0.2%	186	0.2%
TELEVISION								
TOTAL	14,489	21.8%	16,489	21.7%	19,518	22.2%	20,523	21.7%
NETWORK	6,210	9.3%	7,017	9.3%	8,526	9.7%	8,285	8.7%
SPOT	4,364	6.6%	4,827	6.4%	5,488	6.2%	6,004	6.3%
NAT. SYN	150	0.2%	300	0.4%	420	0.5%	520	0.5%
LOCAL	3,765	5.7%	4,345	5.6%	5,084	5.8%	5,714	6.2%
CABLE TV								
TOTAL	227	0.3%	353	0.5%	572	0.7%	767	0.8%
NATIONAL	195	0.3%	303	0.4%	492	0.6%	637	0.7%
LOCAL	32	0.0%	50	0.1%	80	0.1%	130	0.1%
RADIO								
TOTAL	4,670	7.0%	5,210	6.9%	5,817	6.6%	6,490	6.8%
NETWORK	255	0.4%	296	0.4%	320	0.4%	365	0.4%
SPOT	923	1.4%	1,038	1.4%	1,197	1.4%	1,335	1.4%
LOCAL	3,492	5.2%	3,876	5.1%	4,300	4.8%	4,790	5.0%
DIRECT MAIL	10,319	15.5%	11,795	15.6%	13,800	15.7%	15,500	16.4%
BUSINESS PAPER	1,876	2.8%	1,990	2.6%	2,270	2.6%	2,375	2.5%
OUTDOOR								
TOTAL	721	1.1%	794	1.0%	872	1.0%	945	1.0%
NATIONAL	465	0.7%	512	0.7%	562	0.6%	610	0.6%
LOCAL	256	0.4%	282	0.3%	310	0.4%	335	0.4%
MISCELLANEOUS								
TOTAL	12,726	19.1%	14,241	18.8%	16,336	18.6%	17,639	18.6%
NATIONAL	6,718	10.1%	7,317	9.6%	8,421	9.6%	9,031	9.5%
LOCAL	6,008	9.0%	6,924	9.2%	7,915	9.0%	8,608	9.1%
TOTAL								
NATIONAL	37,785	56.8%	42,525	56.1%	49,690	56.6%	53,355	56.3%
LOCAL	28,795	43.2%	33,325	43.9%	38,130	43.4%	41,395	43.7%
GRAND TOTAL	66,580	100.0%	75,850	100.0%	87,820	100.0%	94,750	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1978 $MILL.	1978 SHARE	1979 $MILL.	1979 SHARE	1980 $MILL.	1980 SHARE	1981 $MILL.	1981 SHARE
NEWSPAPERS								
TOTAL	12,214	28.2%	13,863	28.4%	14,794	27.6%	16,528	27.4%
NATIONAL	1,541	3.6%	1,770	3.6%	1,963	3.7%	2,259	3.7%
LOCAL	10,673	24.6%	12,093	24.8%	12,831	23.9%	14,269	23.7%
MAGAZINES								
TOTAL	2,597	6.0%	2,932	6.0%	3,149	5.9%	3,533	5.8%
WEEKLIES	1,158	2.7%	1,327	2.7%	1,418	2.6%	1,598	2.6%
WOMEN'S	672	1.6%	730	1.5%	782	1.5%	853	1.4%
MONTHLIES	767	1.7%	875	1.8%	949	1.8%	1,082	1.8%
FARM PUBLICATION	104	0.2%	120	0.2%	130	0.2%	146	0.2%
TELEVISION								
TOTAL	8,955	20.7%	10,154	20.8%	11,416	21.3%	12,764	21.1%
NETWORK	3,975	9.2%	4,599	9.4%	5,130	9.6%	5,575	9.2%
SPOT	2,607	6.0%	2,873	5.9%	3,269	6.1%	3,746	6.2%
NAT. SYN	----	----	----	----	50	0.1%	75	0.1%
LOCAL	2,373	5.5%	2,682	5.5%	2,967	5.5%	3,368	5.6%
CABLE TV								
TOTAL	----	----	----	----	58	0.1%	122	0.2%
NATIONAL	----	----	----	----	50	0.1%	105	0.2%
LOCAL	----	----	----	----	8	0.0%	17	0.0%
RADIO								
TOTAL	3,052	7.0%	3,310	6.8%	3,702	6.9%	4,230	7.0%
NETWORK	147	0.3%	161	0.3%	183	0.3%	230	0.4%
SPOT	620	1.4%	665	1.4%	779	1.5%	879	1.5%
LOCAL	2,285	5.3%	2,484	5.1%	2,740	5.1%	3,121	5.1%
DIRECT MAIL	5,987	13.8%	6,653	13.6%	7,596	14.2%	8,944	14.8%
BUSINESS PAPER	1,400	3.2%	1,575	3.2%	1,674	3.1%	1,841	3.0%
OUTDOOR								
TOTAL	466	1.1%	540	1.1%	578	1.1%	650	1.1%
NATIONAL	307	0.7%	355	0.7%	364	0.7%	419	0.7%
LOCAL	159	0.4%	185	0.4%	214	0.4%	231	0.4%
MISCELLANEOUS								
TOTAL	8,555	19.8%	9,633	19.9%	10,453	19.6%	11,672	19.4%
NATIONAL	4,435	10.2%	4,992	10.2%	5,478	10.2%	6,138	10.2%
LOCAL	4,120	9.6%	4,641	9.7%	4,975	9.4%	5,534	9.2%
TOTAL								
NATIONAL	23,720	54.7%	26,695	54.7%	29,815	55.7%	33,890	56.1%
LOCAL	19,610	45.3%	22,085	45.3%	23,735	44.3%	26,540	43.9%
GRAND TOTAL	43,330	100.0%	48,780	100.0%	53,550	100.0%	60,430	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1974 $MILL.	1974 SHARE	1975 $MILL.	1975 SHARE	1976 $MILL.	1976 SHARE	1977 $MILL.	1977 SHARE
NEWSPAPERS								
TOTAL	7,842	29.5%	8,234	29.5%	9,618	28.9%	10,751	28.7%
NATIONAL	1,105	4.2%	1,109	4.0%	1,342	4.0%	1,472	3.9%
LOCAL	6,737	25.3%	7,125	25.5%	8,276	24.9%	9,279	24.8%
MAGAZINES								
TOTAL	1,504	5.6%	1,465	5.3%	1,789	5.4%	2,162	5.8%
WEEKLIES	630	2.4%	612	2.2%	748	2.2%	903	2.4%
WOMEN'S	372	1.4%	368	1.3%	457	1.4%	565	1.5%
MONTHLIES	502	1.8%	485	1.8%	584	1.8%	694	1.9%
FARM PUBLICATION	72	0.3%	74	0.3%	86	0.3%	90	0.2%
TELEVISION								
TOTAL	4,854	18.2%	5,263	18.9%	6,721	20.2%	7,612	20.3%
NETWORK	2,145	8.1%	2,306	8.3%	2,857	8.6%	3,460	9.2%
SPOT	1,497	5.6%	1,623	5.8%	2,154	6.5%	2,204	5.9%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL	1,212	4.5%	1,334	4.8%	1,710	5.1%	1,948	5.2%
CABLE TV								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
RADIO								
TOTAL	1,837	6.9%	1,980	7.1%	2,330	7.0%	2,634	7.0%
NETWORK	69	0.3%	83	0.3%	105	0.3%	137	0.4%
SPOT	405	1.5%	436	1.6%	518	1.6%	546	1.5%
LOCAL	1,363	5.1%	1,461	5.2%	1,707	5.1%	1,951	5.1%
DIRECT MAIL	4,054	15.2%	4,124	14.8%	4,786	14.4%	5,164	13.8%
BUSINESS PAPER	900	3.4%	919	3.3%	1,035	3.1%	1,221	3.3%
OUTDOOR								
TOTAL	309	1.2%	335	1.2%	383	1.2%	418	1.1%
NATIONAL	203	0.8%	220	0.8%	252	0.8%	290	0.8%
LOCAL	106	0.4%	115	0.4%	131	0.4%	128	0.3%
MISCELLANEOUS								
TOTAL	5,248	19.7%	5,506	19.6%	6,552	19.5%	7,388	19.8%
NATIONAL	2,746	10.3%	2,841	10.2%	3,431	10.3%	3,849	10.3%
LOCAL	2,502	9.4%	2,665	9.4%	3,121	9.2%	3,539	9.5%
TOTAL								
NATIONAL	14,700	55.2%	15,200	54.5%	18,355	55.1%	20,595	55.0%
LOCAL	11,920	44.8%	12,700	45.5%	14,945	44.9%	16,845	45.0%
GRAND TOTAL	26,620	100.0%	27,900	100.0%	33,300	100.0%	37,440	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1970 $MILL.	1970 SHARE	1971 $MILL.	1971 SHARE	1972 $MILL.	1972 SHARE	1973 $MILL.	1973 SHARE
NEWSPAPERS								
TOTAL	5,704	29.2%	6,167	29.8%	6,938	29.9%	7,481	29.9%
NATIONAL	891	4.6%	972	4.7%	1,062	4.6%	1,049	4.2%
LOCAL	4,813	24.6%	5,195	25.1%	5,876	25.3%	6,432	25.7%
MAGAZINES								
TOTAL	1,292	6.6%	1,370	6.6%	1,440	6.2%	1,448	5.8%
WEEKLIES	617	3.2%	626	3.0%	610	2.6%	583	2.3%
WOMEN'S	301	1.5%	340	1.6%	368	1.6%	362	1.4%
MONTHLIES	374	1.9%	404	2.0%	462	2.0%	503	2.1%
FARM PUBLICATION	62	0.3%	57	0.3%	59	0.3%	65	0.3%
TELEVISION								
TOTAL	3,596	18.4%	3,534	17.1%	4,091	17.6%	4,460	17.9%
NETWORK	1,658	8.5%	1,593	7.7%	1,804	7.8%	1,968	7.9%
SPOT	1,234	6.3%	1,145	5.5%	1,318	5.7%	1,377	5.5%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL	704	3.6%	796	3.9%	969	4.1%	1,115	4.5%
CABLE TV								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
RADIO								
TOTAL	1,308	6.7%	1,445	7.0%	1,612	6.9%	1,723	6.9%
NETWORK	56	0.3%	63	0.3%	74	0.3%	68	0.3%
SPOT	371	1.9%	395	1.9%	402	1.7%	400	1.6%
LOCAL	881	4.5%	987	4.8%	1,136	4.9%	1,255	5.0%
DIRECT MAIL	2,766	14.1%	3,067	14.8%	3,420	14.7%	3,698	14.8%
BUSINESS PAPER	740	3.8%	720	3.5%	781	3.4%	865	3.5%
OUTDOOR								
TOTAL	234	1.2%	261	1.3%	292	1.3%	308	1.2%
NATIONAL	154	0.8%	172	0.8%	192	0.8%	200	0.8%
LOCAL	80	0.4%	89	0.5%	100	0.5%	108	0.4%
MISCELLANEOUS								
TOTAL	3,848	19.7%	4,079	19.6%	4,577	19.7%	4,932	19.7%
NATIONAL	2,126	10.9%	2,201	10.6%	2,428	10.5%	2,562	10.3%
LOCAL	1,722	8.8%	1,878	9.0%	2,149	9.2%	2,370	9.4%
TOTAL								
NATIONAL	11,350	58.1%	11,755	56.8%	12,980	55.9%	13,700	54.8%
LOCAL	8,200	41.9%	8,945	43.2%	10,230	44.1%	11,280	45.2%
GRAND TOTAL	19,550	100.0%	20,700	100.0%	23,210	100.0%	24,980	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1962	1963	1964	1965	1966	1967	1968	1969
NEWSPAPERS								
TOTAL	3,659	3,780	4,120	4,426	4,865	4,910	5,232	5,714
NATIONAL	722	702	773	784	887	846	889	943
LOCAL	2,937	3,078	3,347	3,642	3,978	4,064	4,343	4,771
MAGAZINES								
TOTAL	942	1,002	1,074	1,161	1,254	1,245	1,283	1,344
WEEKLIES	519	540	583	610	658	651	657	662
WOMEN'S	200	218	231	269	280	282	284	308
MONTHLIES	223	244	260	282	316	312	342	374
FARM PUBLICATION	65	66	66	71	70	68	68	64
TELEVISION								
TOTAL	1,897	2,032	2,289	2,515	2,823	2,909	3,231	3,585
NETWORK	976	1,025	1,132	1,237	1,393	1,455	1,523	1,678
SPOT	629	698	806	892	988	988	1,131	1,253
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL	292	309	351	386	442	466	577	654
CABLE TV								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
RADIO								
TOTAL	736	789	846	917	1,010	1,048	1,190	1,264
NETWORK	46	56	59	60	63	64	63	59
SPOT	233	243	256	275	308	314	360	368
LOCAL	457	490	531	582	639	670	767	837
DIRECT MAIL	1,933	2,078	2,184	2,324	2,461	2,488	2,612	2,670
BUSINESS PAPER	597	615	623	671	712	707	714	752
OUTDOOR								
TOTAL	171	171	175	180	178	191	208	213
NATIONAL	115	115	117	120	118	126	137	138
LOCAL	56	56	58	60	60	65	71	75
MISCELLANEOUS								
TOTAL	2,430	2,567	2,773	2,985	3,257	3,304	3,552	3,814
NATIONAL	1,437	1,520	1,630	1,745	1,896	1,909	2,020	2,131
LOCAL	993	1,047	1,143	1,240	1,361	1,395	1,532	1,683
TOTAL								
NATIONAL	7,695	8,120	8,720	9,340	10,150	10,210	10,800	11,400
LOCAL	4,735	4,980	5,430	5,910	6,480	6,660	7,290	8,020
GRAND TOTAL	12,430	13,100	14,150	15,250	16,630	16,870	18,090	19,420

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1955	1956	1957	1958	1959	1960	1961
NEWSPAPERS							
TOTAL	3,077	3,223	3,268	3,176	3,526	3,681	3,601
NATIONAL	712	754	768	724	773	778	744
LOCAL	2,365	2,469	2,500	2,452	2,753	2,903	2,857
MAGAZINES							
TOTAL	691	758	777	734	832	909	895
WEEKLIES	397	440	451	425	479	525	508
WOMEN'S	161	166	165	151	168	184	187
MONTHLIES	133	152	161	158	185	200	200
FARM PUBLICATION	72	73	71	67	71	66	62
TELEVISION							
TOTAL	1,035	1,225	1,286	1,387	1,529	1,627	1,691
NETWORK	550	643	690	742	776	820	887
SPOT	260	329	352	397	486	527	548
NAT. SYN	----	----	----	----	----	----	----
LOCAL	225	253	244	248	267	280	256
CABLE TV							
TOTAL	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----
RADIO							
TOTAL	545	567	618	620	656	693	683
NETWORK	84	60	63	58	44	43	43
SPOT	134	161	187	190	206	222	220
LOCAL	327	346	368	372	406	428	420
DIRECT MAIL	1,299	1,419	1,471	1,589	1,688	1,830	1,850
BUSINESS PAPER	446	496	568	525	569	609	578
OUTDOOR							
TOTAL	192	201	199	192	193	203	180
NATIONAL	130	136	134	130	130	137	122
LOCAL	62	65	65	62	63	66	58
MISCELLANEOUS							
TOTAL	1,793	1,948	2,012	2,020	2,206	2,342	2,320
NATIONAL	1,002	1,111	1,169	1,184	1,280	1,364	1,366
LOCAL	791	837	843	836	926	978	954
TOTAL							
NATIONAL	5,380	5,940	6,250	6,340	6,855	7,305	7,315
LOCAL	3,770	3,970	4,020	3,970	4,415	4,655	4,545
GRAND TOTAL	9,150	9,910	10,270	10,310	11,270	11,960	11,860

Source : McCann-Erickson, Inc.

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TVB

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Prepared by the Research Department

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MEDIUM	$MILL.	1986 SHARE	% CHG	$MILL.	1987 SHARE	% CHG
NEWSPAPERS						
TOTAL	26,990	26.4%	7.2%	29,412	26.8%	9.0%
NATIONAL	3,376	3.3%	0.7%	3,494	3.2%	3.5%
LOCAL	23,614	23.1%	8.2%	25,918	23.6%	9.8%
MAGAZINES						
TOTAL	5,317	5.2%	3.1%	5,607	5.1%	5.5%
WEEKLIES	2,327	2.3%	1.3%	2,445	2.2%	5.1%
WOMEN'S	1,376	1.3%	6.3%	1,417	1.3%	3.0%
MONTHLIES	1,614	1.6%	3.2%	1,745	1.6%	8.1%
FARM PUBLICATION	192	0.2%	3.2%	196	0.2%	2.1%
TELEVISION						
TOTAL	22,026	21.6%	8.5%	22,941	20.9%	4.2%
NETWORK	8,342	8.2%	3.5%	8,500	7.8%	1.9%
SPOT	6,570	6.4%	9.4%	6,846	6.2%	4.2%
NAT. SYN	600	0.6%	15.4%	762	0.7%	27.0%
LOCAL	6,514	6.4%	14.0%	6,833	6.2%	4.9%
CABLE TV						
TOTAL	855	0.8%	18.1%	963	0.9%	12.6%
NATIONAL	676	0.7%	13.8%	760	0.7%	12.4%
LOCAL	179	0.1%	37.7%	203	0.2%	13.4%
RADIO						
TOTAL	6,949	6.8%	7.1%	7,206	6.6%	3.7%
NETWORK	423	0.4%	15.9%	413	0.4%	-2.4%
SPOT	1,348	1.3%	1.0%	1,330	1.2%	-1.3%
LOCAL	5,178	5.1%	8.1%	5,463	5.0%	5.5%
DIRECT MAIL	17,145	16.8%	10.6%	19,111	17.4%	11.5%
BUSINESS PAPER	2,382	2.3%	0.3%	2,458	2.2%	3.2%
OUTDOOR						
TOTAL	985	1.0%	4.2%	1,025	0.9%	4.1%
NATIONAL	600	0.6%	-1.6%	615	0.6%	2.5%
LOCAL	385	0.4%	14.9%	410	0.3%	6.5%
MISCELLANEOUS						
TOTAL	19,299	18.9%	7.8%	20,731	19.0%	7.4%
NATIONAL	9,879	9.7%	6.2%	10,533	9.6%	6.6%
LOCAL	9,420	9.2%	9.4%	10,198	9.4%	8.3%
TOTAL						
NATIONAL	56,850	55.7%	6.6%	60,625	55.2%	6.6%
LOCAL	45,290	44.3%	9.4%	49,025	44.8%	8.3%
GRAND TOTAL	102,140	100.0%	7.8%	109,650	100.0%	7.4%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1982 $MILL.	1982 SHARE	1983 $MILL.	1983 SHARE	1984 $MILL.	1984 SHARE	1985 $MILL.	1985 SHARE
NEWSPAPERS								
TOTAL	17,694	26.6%	20,582	27.1%	23,522	26.8%	25,170	26.6%
NATIONAL	2,452	3.7%	2,734	3.6%	3,081	3.5%	3,352	3.5%
LOCAL	15,242	22.9%	17,848	23.5%	20,441	23.3%	21,818	23.1%
MAGAZINES								
TOTAL	3,710	5.6%	4,233	5.6%	4,932	5.6%	5,155	5.4%
WEEKLIES	1,659	2.5%	1,917	2.5%	2,224	2.5%	2,297	2.4%
WOMEN'S	904	1.4%	1,056	1.4%	1,209	1.4%	1,294	1.4%
MONTHLIES	1,147	1.7%	1,260	1.7%	1,499	1.7%	1,564	1.6%
FARM PUBLICATION	148	0.2%	163	0.2%	181	0.2%	186	0.2%
TELEVISION								
TOTAL	14,423	21.7%	16,427	21.7%	19,310	22.0%	20,298	21.4%
NETWORK	6,144	9.2%	6,955	9.2%	8,318	9.5%	8,060	8.5%
SPOT	4,364	6.6%	4,827	6.4%	5,488	6.2%	6,004	6.3%
NAT. SYN	150	0.2%	300	0.4%	420	0.5%	520	0.5%
LOCAL	3,765	5.7%	4,345	5.7%	5,084	5.8%	5,714	6.1%
CABLE TV								
TOTAL	213	0.3%	332	0.4%	538	0.6%	724	0.8%
NATIONAL	181	0.3%	282	0.4%	458	0.5%	594	0.6%
LOCAL	32	0.0%	50	0.0%	80	0.1%	130	0.2%
RADIO								
TOTAL	4,670	7.0%	5,210	6.9%	5,817	6.6%	6,490	6.8%
NETWORK	255	0.4%	296	0.4%	320	0.4%	365	0.4%
SPOT	923	1.4%	1,038	1.4%	1,197	1.4%	1,335	1.4%
LOCAL	3,492	5.2%	3,876	5.1%	4,300	4.8%	4,790	5.0%
DIRECT MAIL	10,319	15.5%	11,795	15.6%	13,800	15.7%	15,500	16.4%
BUSINESS PAPER	1,876	2.8%	1,990	2.6%	2,270	2.6%	2,375	2.5%
OUTDOOR								
TOTAL	721	1.1%	794	1.0%	872	1.0%	945	1.0%
NATIONAL	465	0.7%	512	0.7%	562	0.6%	610	0.6%
LOCAL	256	0.4%	282	0.3%	310	0.4%	335	0.4%
MISCELLANEOUS								
TOTAL	12,806	19.2%	14,324	18.9%	16,578	18.9%	17,907	18.9%
NATIONAL	6,798	10.2%	7,400	9.8%	8,663	9.9%	9,299	9.8%
LOCAL	6,008	9.0%	6,924	9.1%	7,915	9.0%	8,608	9.1%
TOTAL								
NATIONAL	37,785	56.8%	42,525	56.1%	49,690	56.6%	53,355	56.3%
LOCAL	28,795	43.2%	33,325	43.9%	38,130	43.4%	41,395	43.7%
GRAND TOTAL	66,580	100.0%	75,850	100.0%	87,820	100.0%	94,750	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1978 $MILL.	1978 SHARE	1979 $MILL.	1979 SHARE	1980 $MILL.	1980 SHARE	1981 $MILL.	1981 SHARE
NEWSPAPERS								
TOTAL	12,214	28.2%	13,863	28.4%	14,794	27.6%	16,528	27.4%
NATIONAL	1,541	3.6%	1,770	3.6%	1,963	3.7%	2,259	3.7%
LOCAL	10,673	24.6%	12,093	24.8%	12,831	23.9%	14,269	23.7%
MAGAZINES								
TOTAL	2,597	6.0%	2,932	6.0%	3,149	5.9%	3,533	5.8%
WEEKLIES	1,158	2.7%	1,327	2.7%	1,418	2.6%	1,598	2.6%
WOMEN'S	672	1.6%	730	1.5%	782	1.5%	853	1.4%
MONTHLIES	767	1.7%	875	1.8%	949	1.8%	1,082	1.8%
FARM PUBLICATION	104	0.2%	120	0.2%	130	0.2%	146	0.2%
TELEVISION								
TOTAL	8,955	20.7%	10,154	20.8%	11,416	21.3%	12,729	21.1%
NETWORK	3,975	9.2%	4,599	9.4%	5,130	9.6%	5,540	9.2%
SPOT	2,607	6.0%	2,873	5.9%	3,269	6.1%	3,746	6.2%
NAT. SYN	----	----	----	----	50	0.1%	75	0.1%
LOCAL	2,373	5.5%	2,682	5.5%	2,967	5.5%	3,368	5.6%
CABLE TV					53	0.1%	117	0.2%
TOTAL	----	----	----	----	45	0.1%	100	0.2%
NATIONAL	----	----	----	----	8	0.0%	17	0.0%
LOCAL	----	----	----	----				
RADIO								
TOTAL	3,052	7.0%	3,310	6.8%	3,702	6.9%	4,230	7.0%
NETWORK	147	0.3%	161	0.3%	183	0.3%	230	0.4%
SPOT	620	1.4%	665	1.4%	779	1.5%	879	1.5%
LOCAL	2,285	5.3%	2,484	5.1%	2,740	5.1%	3,121	5.1%
DIRECT MAIL	5,987	13.8%	6,653	13.6%	7,596	14.2%	8,944	14.8%
BUSINESS PAPER	1,400	3.2%	1,575	3.2%	1,674	3.1%	1,841	3.0%
OUTDOOR								
TOTAL	466	1.1%	540	1.1%	578	1.1%	650	1.1%
NATIONAL	307	0.7%	355	0.7%	364	0.7%	419	0.7%
LOCAL	159	0.4%	185	0.4%	214	0.4%	231	0.4%
MISCELLANEOUS								
TOTAL	8,555	19.8%	9,633	19.9%	10,458	19.6%	11,712	19.4%
NATIONAL	4,435	10.2%	4,992	10.2%	5,483	10.2%	6,178	10.2%
LOCAL	4,120	9.6%	4,641	9.7%	4,975	9.4%	5,534	9.2%
TOTAL								
NATIONAL	23,720	54.7%	26,695	54.7%	29,815	55.7%	33,890	56.1%
LOCAL	19,610	45.3%	22,085	45.3%	23,735	44.3%	26,540	43.9%
GRAND TOTAL	43,330	100.0%	48,780	100.0%	53,550	100.0%	60,430	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1974 $MILL.	1974 SHARE	1975 $MILL.	1975 SHARE	1976 $MILL.	1976 SHARE	1977 $MILL.	1977 SHARE
NEWSPAPERS								
TOTAL	7,842	29.5%	8,234	29.5%	9,618	28.9%	10,751	28.7%
NATIONAL	1,105	4.2%	1,109	4.0%	1,342	4.0%	1,472	3.9%
LOCAL	6,737	25.3%	7,125	25.5%	8,276	24.9%	9,279	24.8%
MAGAZINES								
TOTAL	1,504	5.6%	1,465	5.3%	1,789	5.4%	2,162	5.8%
WEEKLIES	630	2.4%	612	2.2%	748	2.2%	903	2.4%
WOMEN'S	372	1.4%	368	1.3%	457	1.4%	565	1.5%
MONTHLIES	502	1.8%	485	1.8%	584	1.8%	694	1.9%
FARM PUBLICATION	72	0.3%	74	0.3%	86	0.3%	90	0.2%
TELEVISION								
TOTAL	4,854	18.2%	5,263	18.9%	6,721	20.2%	7,612	20.3%
NETWORK	2,145	8.1%	2,306	8.3%	2,857	8.6%	3,460	9.2%
SPOT	1,497	5.6%	1,623	5.8%	2,154	6.5%	2,204	5.9%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL	1,212	4.5%	1,334	4.8%	1,710	5.1%	1,948	5.2%
CABLE TV								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
RADIO								
TOTAL	1,837	6.9%	1,980	7.1%	2,330	7.0%	2,634	7.0%
NETWORK	69	0.3%	83	0.3%	105	0.3%	137	0.4%
SPOT	405	1.5%	436	1.6%	518	1.6%	546	1.5%
LOCAL	1,363	5.1%	1,461	5.2%	1,707	5.1%	1,951	5.1%
DIRECT MAIL	4,054	15.2%	4,124	14.8%	4,786	14.4%	5,164	13.8%
BUSINESS PAPER	900	3.4%	919	3.3%	1,035	3.1%	1,221	3.3%
OUTDOOR								
TOTAL	309	1.2%	335	1.2%	383	1.2%	418	1.1%
NATIONAL	203	0.8%	220	0.8%	252	0.8%	290	0.8%
LOCAL	106	0.4%	115	0.4%	131	0.4%	128	0.3%
MISCELLANEOUS								
TOTAL	5,248	19.7%	5,506	19.6%	6,552	19.5%	7,388	19.8%
NATIONAL	2,746	10.3%	2,841	10.2%	3,431	10.3%	3,849	10.3%
LOCAL	2,502	9.4%	2,665	9.4%	3,121	9.2%	3,539	9.5%
TOTAL								
NATIONAL	14,700	55.2%	15,200	54.5%	18,355	55.1%	20,595	55.0%
LOCAL	11,920	44.8%	12,700	45.5%	14,945	44.9%	16,845	45.0%
GRAND TOTAL	26,620	100.0%	27,900	100.0%	33,300	100.0%	37,440	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

MEDIUM	1970 $MILL.	1970 SHARE	1971 $MILL.	1971 SHARE	1972 $MILL.	1972 SHARE	1973 $MILL.	1973 SHARE
NEWSPAPERS								
TOTAL	5,704	29.2%	6,167	29.8%	6,938	29.9%	7,481	29.9%
NATIONAL	891	4.6%	972	4.7%	1,062	4.6%	1,049	4.2%
LOCAL	4,813	24.6%	5,195	25.1%	5,876	25.3%	6,432	25.7%
MAGAZINES								
TOTAL	1,292	6.6%	1,370	6.6%	1,440	6.2%	1,448	5.8%
WEEKLIES	617	3.2%	626	3.0%	610	2.6%	583	2.3%
WOMEN'S	301	1.5%	340	1.6%	368	1.6%	362	1.4%
MONTHLIES	374	1.9%	404	2.0%	462	2.0%	503	2.1%
FARM PUBLICATION	62	0.3%	57	0.3%	59	0.3%	65	0.3%
TELEVISION								
TOTAL	3,596	18.4%	3,534	17.1%	4,091	17.6%	4,460	17.9%
NETWORK	1,658	8.5%	1,593	7.7%	1,804	7.8%	1,968	7.9%
SPOT	1,234	6.3%	1,145	5.5%	1,318	5.7%	1,377	5.5%
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL	704	3.6%	796	3.9%	969	4.1%	1,115	4.5%
CABLE TV								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
RADIO								
TOTAL	1,308	6.7%	1,445	7.0%	1,612	6.9%	1,723	6.9%
NETWORK	56	0.3%	63	0.3%	74	0.3%	68	0.3%
SPOT	371	1.9%	395	1.9%	402	1.7%	400	1.6%
LOCAL	881	4.5%	987	4.8%	1,136	4.9%	1,255	5.0%
DIRECT MAIL	2,766	14.1%	3,067	14.8%	3,420	14.7%	3,698	14.8%
BUSINESS PAPER	740	3.8%	720	3.5%	781	3.4%	865	3.5%
OUTDOOR								
TOTAL	234	1.2%	261	1.3%	292	1.3%	308	1.2%
NATIONAL	154	0.8%	172	0.8%	192	0.8%	200	0.8%
LOCAL	80	0.4%	89	0.5%	100	0.5%	108	0.4%
MISCELLANEOUS								
TOTAL	3,848	19.7%	4,079	19.6%	4,577	19.7%	4,932	19.7%
NATIONAL	2,126	10.9%	2,201	10.6%	2,428	10.5%	2,562	10.3%
LOCAL	1,722	8.8%	1,878	9.0%	2,149	9.2%	2,370	9.4%
TOTAL								
NATIONAL	11,350	58.1%	11,755	56.8%	12,980	55.9%	13,700	54.8%
LOCAL	8,200	41.9%	8,945	43.2%	10,230	44.1%	11,280	45.2%
GRAND TOTAL	19,550	100.0%	20,700	100.0%	23,210	100.0%	24,980	100.0%

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1962	1963	1964	1965	1966	1967	1968	1969
NEWSPAPERS								
TOTAL	3,659	3,780	4,120	4,426	4,865	4,910	5,232	5,714
NATIONAL	722	702	773	784	887	846	889	943
LOCAL	2,937	3,078	3,347	3,642	3,978	4,064	4,343	4,771
MAGAZINES								
TOTAL	942	1,002	1,074	1,161	1,254	1,245	1,283	1,344
WEEKLIES	519	540	583	610	658	651	657	662
WOMEN'S	200	218	231	269	280	282	284	308
MONTHLIES	223	244	260	282	316	312	342	374
FARM PUBLICATION	65	66	66	71	70	68	68	64
TELEVISION								
TOTAL	1,897	2,032	2,289	2,515	2,823	2,909	3,231	3,585
NETWORK	976	1,025	1,132	1,237	1,393	1,455	1,523	1,678
SPOT	629	698	806	892	988	988	1,131	1,253
NAT. SYN	----	----	----	----	----	----	----	----
LOCAL	292	309	351	386	442	466	577	654
CABLE TV								
TOTAL	----	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----	----
RADIO								
TOTAL	736	789	846	917	1,010	1,048	1,190	1,264
NETWORK	46	56	59	60	63	64	63	59
SPOT	233	243	256	275	308	314	360	368
LOCAL	457	490	531	582	639	670	767	837
DIRECT MAIL	1,933	2,078	2,184	2,324	2,461	2,488	2,612	2,670
BUSINESS PAPER	597	615	623	671	712	707	714	752
OUTDOOR								
TOTAL	171	171	175	180	178	191	208	213
NATIONAL	115	115	117	120	118	126	137	138
LOCAL	56	56	58	60	60	65	71	75
MISCELLANEOUS								
TOTAL	2,430	2,567	2,773	2,985	3,257	3,304	3,552	3,814
NATIONAL	1,437	1,520	1,630	1,745	1,896	1,909	2,020	2,131
LOCAL	993	1,047	1,143	1,240	1,361	1,395	1,532	1,683
TOTAL								
NATIONAL	7,695	8,120	8,720	9,340	10,150	10,210	10,800	11,400
LOCAL	4,735	4,980	5,430	5,910	6,480	6,660	7,290	8,020
GRAND TOTAL	12,430	13,100	14,150	15,250	16,630	16,870	18,090	19,420

Source : McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES (IN MILLIONS)

MEDIUM	1955	1956	1957	1958	1959	1960	1961
NEWSPAPERS							
TOTAL	3,077	3,223	3,268	3,176	3,526	3,681	3,601
NATIONAL	712	754	768	724	773	778	744
LOCAL	2,365	2,469	2,500	2,452	2,753	2,903	2,857
MAGAZINES							
TOTAL	691	758	777	734	832	909	895
WEEKLIES	397	440	451	425	479	525	508
WOMEN'S	161	166	165	151	168	184	187
MONTHLIES	133	152	161	158	185	200	200
FARM PUBLICATION	72	73	71	67	71	66	62
TELEVISION							
TOTAL	1,035	1,225	1,286	1,387	1,529	1,627	1,691
NETWORK	550	643	690	742	776	820	887
SPOT	260	329	352	397	486	527	548
NAT. SYN	----	----	----	----	----	----	----
LOCAL	225	253	244	248	267	280	256
CABLE TV							
TOTAL	----	----	----	----	----	----	----
NATIONAL	----	----	----	----	----	----	----
LOCAL	----	----	----	----	----	----	----
RADIO							
TOTAL	545	567	618	620	656	693	683
NETWORK	84	60	63	58	44	43	43
SPOT	134	161	187	190	206	222	220
LOCAL	327	346	368	372	406	428	420
DIRECT MAIL	1,299	1,419	1,471	1,589	1,688	1,830	1,850
BUSINESS PAPER	446	496	568	525	569	609	578
OUTDOOR							
TOTAL	192	201	199	192	193	203	180
NATIONAL	130	136	134	130	130	137	122
LOCAL	62	65	65	62	63	66	58
MISCELLANEOUS							
TOTAL	1,793	1,948	2,012	2,020	2,206	2,342	2,320
NATIONAL	1,002	1,111	1,169	1,184	1,280	1,364	1,366
LOCAL	791	837	843	836	926	978	954
TOTAL							
NATIONAL	5,380	5,940	6,250	6,340	6,855	7,305	7,315
LOCAL	3,770	3,970	4,020	3,970	4,415	4,655	4,545
GRAND TOTAL	9,150	9,910	10,270	10,310	11,270	11,960	11,860

Source : McCann-Erickson, Inc.